

# Business and Industry



# Laying the Foundation for Future Success





# Heritage Tower - 616



# McCamly Plaza Hotel







180 Urban/Carlyle Building





Battle Rock – 50 W. Michigan

# Challenges

- Residential growth is needed to create the critical mass needed to sustain a vibrant downtown

Boomers and Millennials crave uniquely urban experiences

- Flexible land use policies
- Convenient access to products and services
- Smaller living spaces
- Access to green space





# Challenges

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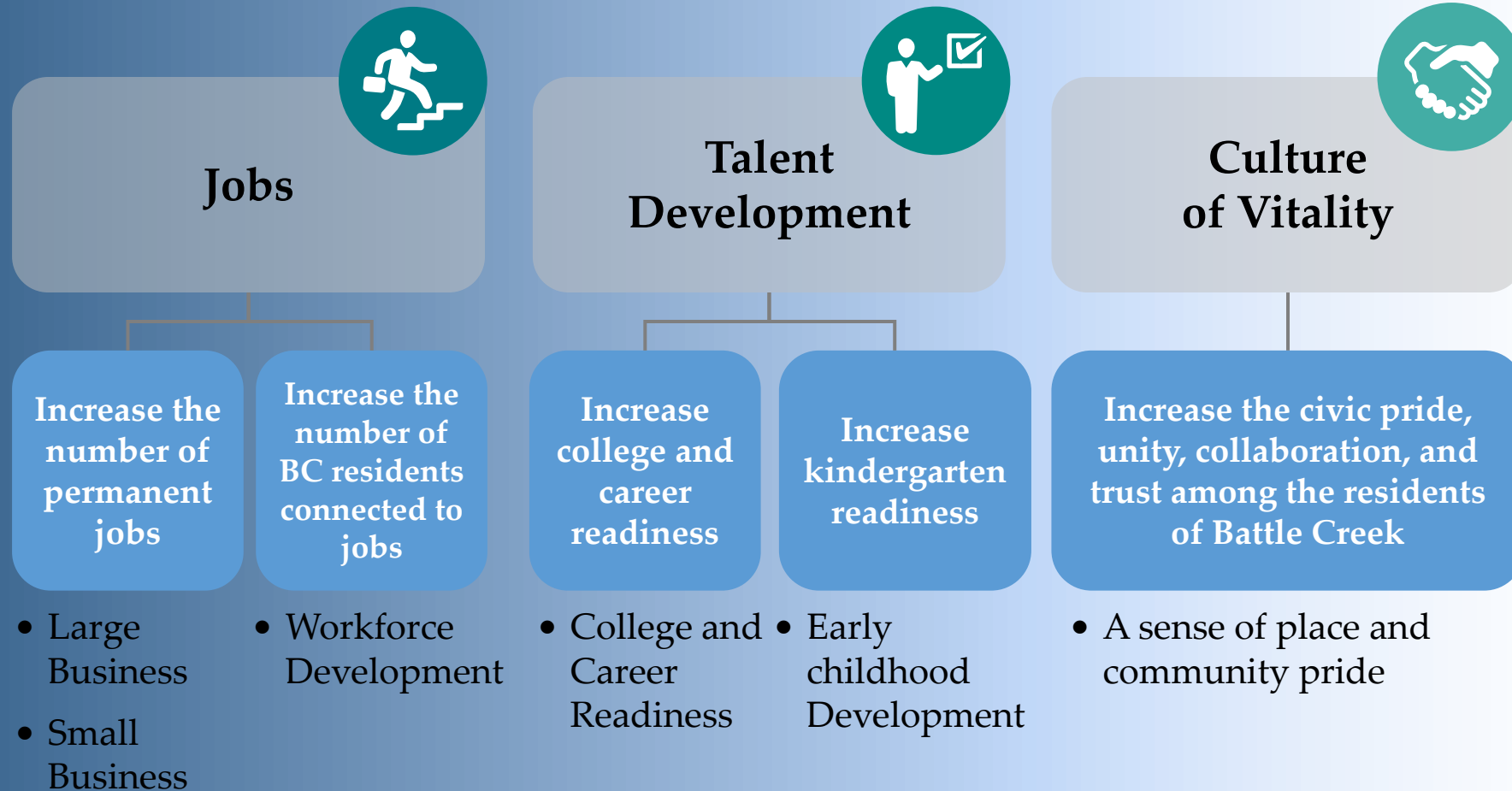
Creative and flexible approach to regulation

- Lack of turnkey spaces in the downtown
- Historically non-residential uses





# Where do we go from here ?



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## Overall Business Profile

### Methodology/Observations

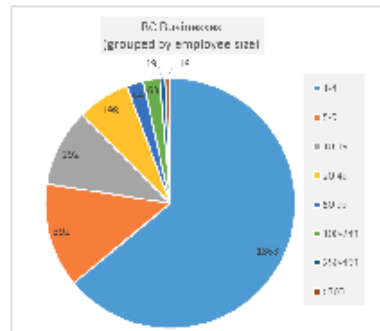
- ~80% of business is Battle Creek employ less than 10 people.
- ~95% of businesses in Battle Creek employ less than 50 employees.
- While the total number of businesses decline with the employee size; total employees and revenue increase as the business employee size increases.

### Questions/Risks

- Need to verify the employment and revenue metrics. Data suspect to the accuracy of data that Hoover's provides.
- The overall analysis of "small business" throughout the report refers to businesses with less than 100 employees.

### Next Steps

- Define "small business"; consider revenue trends.



\*Data Source: Master List

Business Size	Total Businesses	% Total	Total Employment	Revenue
1 - 4	1,863	64.0%	3,588	\$303.87 M
5 - 9	392	13.5%	2,550	\$437.43 M

Business Size	Total Business	Percentage Total	Total Employment	Gross Revenue
1-4	1,863	64.0	3,588.00	303.87
5-9	392	13.5	2,550.00	437.43
10-19	292	10.0	3,740.00	489.85
20-49	198	6.8	5,774.00	791.71
50-99	64	2.2	4,178.00	667.42
100-249	63	2.1	9,111.00	1,451.55
250-500	19	0.7	6,380.00	1,116.64
>500	19	0.7	21,631.00	15,797.12
Total	2,910	100.0	56,952.00	21,055.59



# Where do we go from here ?

## Industry Opportunities

### Methodology/Observations

- We gathered this data from the City Of Battle Creek Draft Comprehensive City Plan.
- There is a tremendous opportunity to expand retail operations in the following categories: **Furniture, Lawn and garden, Specialty beer and wine, Clothing, Specialty foods**
- The community is most saturated in the following categories: **Motor vehicle, Gasoline stations, Grocery stores, General merchandise**
- **Special Note:** According to this data, there seems to be sufficient restaurants in the city, although they may not be located in the right neighborhoods

### Questions/Risks

- Need to identify if there are additional factors that are limiting the establishment of retail in the areas of opportunity.

### Next Steps

- Identify specific locations of opportunity.

Net job growth comes from young companies regardless of size

# Retail Gap Analysis Summary (2015)

## Battle Creek

### Summary Demographics

	10 Minute Drive Time	15 Minute Drive Time	20 Minute Drive Time
2015 Population	61,151	86,083	100,930
2015 Households	24,972	34,891	40,799
2015 Median Disposable Income	\$30,498	\$34,127	\$35,917
2015 Per Capita Income	\$19,677	\$22,351	\$23,278

### Retail Gap By Market Area (\$M)

Summary	10 Minute Drive Time	15 Minute Drive Time	20 Minute Drive Time			
Total Retail Trade and Food & Drink	(\$425.50)	(\$320.53)	(\$223.32)			
Total Retail Trade	(\$385.13)	(\$289.07)	(\$203.79)			
Total Food & Drink	(\$40.38)	(\$31.46)	(\$19.53)			
Industry Group	10 Minute Drive Time (\$M)	Potential*	15 Minute Drive Time (\$M)	Potential*	20 Minute Drive Time (\$M)	Potential*
Motor Vehicle & Parts Dealers	(\$74.50)	-186,299	(\$21.95)	-54,865	(\$223.32)	-6,873
Furniture & Home Furnishings Stores	\$5.19	12,980	\$8.57	21,428	\$11.64	29,100
Furniture Stores	\$2.23	5,593	\$4.11	10,263	\$6.25	15,642
Home Furnishings Store	\$2.95	7,387	\$4.46	11,165	\$5.38	13,458
Electronics & Appliances Stores	(\$1.55)	-3,875	\$7.54	18,859	\$13.75	34,363
Bldg Materials, Garden Equip. & Supply Stores	(\$6.52)	-16,311	\$1.01	2,515	\$8.31	20,768
Building Materials and Supplies Store	(\$9.92)	-24,807	(\$4.43)	-11,078	\$1.03	2,578
Lawn and Garden Equipment and Supplies Stores	\$3.38	8,497	\$5.44	13,594	\$7.28	18,190
Food & Beverage Stores	(\$14.08)	-35,222	(\$38.81)	-97,018	(\$49.86)	-124,653
Grocery Stores	(\$20.60)	-51,512	(\$52.44)	-131,088	(\$66.54)	-166,349
Specialty Food Stores	\$4.67	11,676	\$8.37	20,928	\$10.12	25,349
Beer, Wine and Liquor Stores	\$1.84	4,614	\$5.25	13,142	\$6.56	16,407
Health & Personal Care Stores	(\$26.91)	-67,275	(\$9.38)	-23,459	\$3.79	9,473
Gasoline Stations	(\$120.66)	-301,658	(\$124.88)	-312,193	(\$126.08)	-315,199
Clothing and Clothing Accessories Stores	(\$5.50)	-13,758	\$8.34	20,844	\$18.22	45,540
Clothing Stores	\$0.06	162	\$8.46	21,145	\$14.98	37,451
Show Stores	(\$2.10)	-5,254	(\$0.28)	-693	\$0.98	2,450
Jewelry, Luggage and Leather Goods Stores	(\$3.46)	-8,665	\$0.16	392	\$2.25	5,639
Sporting Goods, Hobby, Book and Music Stores	(\$8.80)	-22,220	(\$2.41)	-6,029	\$2.56	6,034
Sporting Goods/Hobby/Musical Instrument Stores	(\$6.32)	-15,825	(\$1.86)	-4,654	\$2.41	4,410
Book, Periodical and Music Stores	(\$2.56)	-6,395	(\$0.55)	-1,374	\$0.65	1,624
General Merchandise Stores	(\$111.63)	-279,073	(\$112.17)	-280,435	(\$9.52)	-226,296
Department Stores Excluding Leased Dept.	(\$78.94)	-197,354	(\$66.41)	-166,034	(\$47.27)	-118,186
Other General Merchandise Stores	(\$32.69)	-81,719	(\$45.76)	-114,401	(\$45.27)	-108,110
Miscellaneous Stores Retailers	(\$8.38)	-20,955	\$0.34	851	\$8.53	21,324
Florists	(\$1.59)	-3,980	(\$0.87)	-2,190	(\$0.41)	-1,017
Office Supplies, Stationary and Gift Stores	(\$1.90)	-4,773	(\$0.43)	-1,064	\$1.06	2,655
Used Merchandise Stores	(\$3.97)	-9,931	(\$4.74)	-11,854	(\$3.93)	-9,841
Other Miscellaneous Store Retailers	(\$8.38)	-2,271	\$6.38	15,960	\$11.81	29,527
Nonstore Retailers	(\$11.65)	-29,140	(\$5.27)	-13,171	(\$1.22)	-3,059
Food Services & Drinking Places	(\$40.38)	-100,950	(\$31.46)	-78,646	(\$19.53)	-48,825
Full-Service Restaurants	(\$13.61)	-34,020	(\$5.24)	-13,125	\$0.24	610
Limited-Service Eating Places	(\$28.52)	-71,288	(\$29.90)	-74,760	(\$24.68)	-61,699
Special Food Services	\$0.81	2,037	\$1.23	3,071	\$1.58	3,962
Drinking Places-Alcoholic Beverages	\$0.92	2,321	\$2.47	6,168	\$3.32	8,302

\*Potential based on average annual sales per square-foot of \$400.

Source: FBR Business Analyst; Homestead Leasing Associates

\*Potential based on average annual sales per-square-foot of \$400.

Source: ESRI Business Analyst; Houssell Lavigne Associates

\*Data Source: ESRI

# Where do we go from here ?



A comprehensive, community-wide, data-driven approach to economic development

Large business recruitment and retention  
*along with* support for small business growth and development, the fostering of an entrepreneurial ecosystem and access to recreation, culture and leisure opportunities



# Laying the Foundation for Future Success

